GOVERNMENT OF INDIA
TEXTILES
LOK SABHA

UNSTARRED QUESTION NO:2272
ANSWERED ON:15.12.2008
PROPOSAL OF MARKETING SUPPORT AND SERVICES SCHEME
Vallabbhaneni Shri Balashowry

Will the Minister of TEXTILES be pleased to state:

(a) whether the Government has launched a marketing Support & Services Scheme for the Handicraft Sector;

(b) if so, the objectives thereof;and

(c) the funds allocated and released under the said scheme during each year of the Eleventh Plan Period, State-wise?

Answer

MINISTER OF STATE IN THE MINISTRY OF TEXTILES(SHRI E.V.K.S. ELANGOVAN)

(a) & (b): Yes,Sir.The Marketing Support & Services Scheme for handicrafts sector is already in operation.The main aims and objective of the scheme include; to project Indian handicrafts and create its awareness among the masses by organizing a number of marketing events; to provide direct marketing outlets for the craft persons;to establish direct contact of the craft persons, producer groups,SHG Federation etc. with the exporters,buying houses and other marketing organizations for regular and continuous flow of orders without middlemen by organizing Sourcing Shows in important cities;to set up various types of Haats at prime locations in the country to provide adequate direct marketing facilities to the craft persons and to set up Marketing Hub in Metros,Sourcing Hub in Craft Clusters and Warehousing facilities in important locations/markets on Public Private Partnership mode for creation of a permanent marketing platform to prospective buyers like wholesalers, retailers, buying houses, foreign buyers and consumers etc.

(c): No statewise funds are allocated under any scheme including Marketing Suport & Services Scheme for promotion and development of handicrafts in the country.However a sum of Rs.20.30 and Rs. 26.00 crores (including NER) has been allocated during 2007-08 and 2008-09 respectively.The details of funds released under the Marketing Support & Services Scheme during each year of the 11th Plan Period, State-wise is as under:

(Rs. In lakhs)

S. No.	Name of the State	2007-08	2008-09 (till December 10, 2008)
1.	Andhra Pradesh	149.73	208.67
2.	A & N Island	-	-
3.	Arunachal Pradesh	-	-
4.	Assam	133.72	95.92
5.	Bihar	25.91	15.32

6. Chandigarh 9.75 20.33

7. Delhi 162.38 162.62

8. Goa 17.49 1.62

9. Gujarat 55.76 68.89

10. Haryana 29.90 26.56

11. Himachal Pradesh 31.16 46.55

12. Jharkhand 50.02 27.93

13. Jammu & Kashmir 19.45 24.71

14. Karnataka 69.25 79.73

15. Kerala 45.10 29.70

16. Madhya Pradesh 125.13 88.63

17. Maharashtra 95.65 59.03

18. Manipur 51.10 80.06

19. Meghalaya 3.14 -

20. Mizoram 4.04 52.23

21. Nagaland 20.85 66.26

22. Orissa 108.12 103.86

23. Punjab 2.76 3.24

24. Pondicherry 16.56 21.69

25. Rajasthan 59.46 82.44

26. Sikkim 6.75 6.37

27. Tamil Nadu 38.27 83.07

28. Tripura 24.03 2.93

29. Uttar Pradesh 819.00 340.98

30. Uttranchal 39.40 31.37

31. West Bengal 36.25 61.46

Total 2250.13 1892.17